

TOURISM MANAGEMENT AND MARKETING

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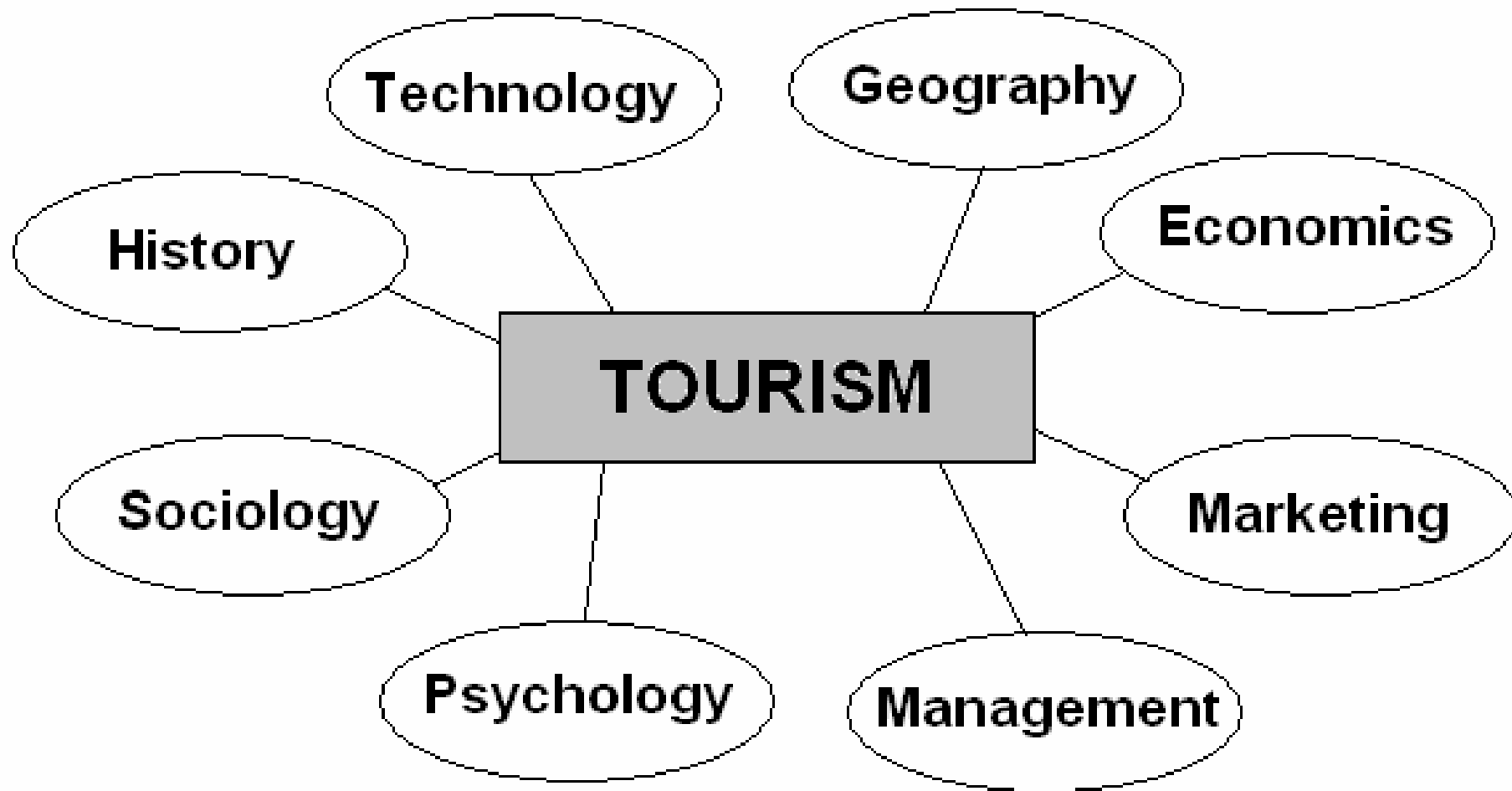
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CONTENT

- **Tourism Management**
- **Tourism Marketing**

TOURISM



MANAGEMENT

➤ Science

- Focus on controlling patterns
- Scientific methods

➤ Theory

- Process of practising control activities and knowledge (continuous process of planning, organizing, decision-making, motivating, communicating and checking)

➤ Structure

- Organization scheme

TOURISM MANAGEMENT

- International level
 - International organizations
 - WTO
 - European Travel Commission, etc.
- National level
 - National Tourism Administration (NTA)
 - National Tourism Organization
- Regional/local level
 - Destination Management Company (DMC)

National Tourism administration structures

Country	Ministry	Executive body	National Tourism Organization
Australia	Ministry of Tourism, Communication & the Arts	Department of Tourism	Australian Tourist Commission
Canada	Ministry of Industry & Science		Canadian Tourism Commission
France	Ministere de l'Equipeement, des Transports et du Tourisme	Direction du Tourisme	Maison de la France
India	Ministry of Civil Aviation & Tourism	Department of Tourism, India Tourism Development Corporation	
Jamaica	Ministry of Tourism		Jamaica Tourist Board
Kenya	Ministry of Tourism & Wildlife	Tourism Department	

NATIONAL TOURISM ADMINISTRATION

- **Ministry and Department**
- **Function – goals:**
 - policy
 - planning issues
 - development
 - regulation and controls;
 - education and training
 - consumer and national heritage protection
 - monitoring

NATIONAL TOURISM ORGANIZATION

- Executive agency of NTAs
- Statute:
 - Public
 - Semi-public
 - Private
- Public Private Partnership (PPP)
 - Cooperation
 - Coordination
- Main activities:
 - Marketing
 - Promotion
 - Monitoring

DESTINATION MANAGEMENT COMPANY

= association of “stakeholders” (municipal authorities, small businesses or their representatives, tourist information centres, regional development agencies, etc.)

➤ Mission

- To provide the coordination of the long-run sustainable tourism development in a region and so to increase its competitiveness as a destination in target markets.

DESTINATION MANAGEMENT

= a set of techniques, tools and actions used to **cooperate** in planning, organizing, communicating, decision-making and regulating tourism in a given destination.

➤ 4 cooperative function:

- Planning function
- Supply function
- Marketing function
- Interest promoting function

DESTINATION MANAGEMENT

(Cooperative functions)

➤ Planning function

- Cooperation between involved organizations and influence on tourism goals defining
- competitive analysis
- Selecting Strategy
- Implementation of the strategy

➤ Supply function

- Providing public products and services
- Supply coordination and packaging
- Inventing new products
- Quality check

DESTINATION MANAGEMENT

(Cooperative functions)

➤ **Marketing function**

- Destination marketing strategy
- Image and brand (logo) take-care
- Marketing mix (5P)
- Information system

➤ **Interest promoting function**

- Residents' sensitiveness to tourism
- Coordination of interests within tourism
- Representing tourist interests to public and authorities

MARKETING

= one of the managements' tools

➤ Definition:

= a social and management process within individuals and groups obtain what they need/want by means of creating and exchanging products and money with each other.

= a process of accomplishment company's targets based on ensuring needs of the target market and satisfying these needs in a better way than competitors.

MARKETING

➤ Unique characteristics:

- Tourism supply
 - The supply of tourism services cannot be changed rapidly in response to changes in demand.
- Tourism demand
 - Tourism demand is highly elastic.
- Tourism product
 - The tourism product is a combination of many different services.

NATIONAL TOURISM ORGANIZATION

➤ Marketing activities:

- **Marketing and promotion** of the nation, **ensuring** its tourism **competitiveness and market share of visitors** among other destinations within its region;
- **Encouraging private sector support and cooperation** in promotional activities and **participating** in shaping national tourism policies and practices;
- **Representing** its country in trade and consumer shows and expositions;
- **Producing and distributing** brochures, videos, and other marketing materials;
- **Promoting and producing** special events;
- **Performing or contracting** for market research and analysis;
- **Maintaining** overseas tourism information offices;
- **Providing** central information and reservation system.

DESTINATION MANAGEMENT COMPANY

➤ Marketing activities:

- **Marketing and promotion** of the destination (image, brand, logo), **ensuring its tourism competitiveness and market share of visitors** among other destinations within its region;
- **Encouraging cooperation** between all participants (private and public);
- **Representing** its destination in trade and consumer shows and expositions;
- **Producing and distributing** brochures, videos, and other marketing materials;
- **Promoting and producing** special events;
- **Performing or contracting** for market research and analysis;
- **Maintaining** tourism information offices.

Image, logo and motto



TOURISM PROMOTION

- Promotion of the Czech Republic
- Promotion of the Hodoninsko-Kyjovsko-Veselovsko region

ESSAY

➤ Topic:

Should Government Support Tourism?

➤ Extent: 500-800 words

➤ Spacing: one and an half

➤ Deadline: 12th December 2005

➤ Email: holesinska@econ.muni.cz



THE END